

**Job Center Employer Satisfaction Survey**  
**Report Highlights January - June 2003**  
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Important Notes

The employer satisfaction survey is a bi-annual measurement that shows results of mailed employers survey. The survey includes those employers who post jobs between January 1 to June 30 for one iteration, and July 1 to December 31 for the other. The survey also measures employers' overall satisfaction with the services provided by Job Center staff and facilities.

The following changes took place in the January to June 2000 iteration. The first change involved the move to a 10 point scale with 1 being "very dissatisfied", and 10 being "very satisfied". Scoring also changed from 100 point score system to a mean (average) score system.

Because of the lack of response from employers, the question that required them to suggest how their satisfaction with the system could be improved was dropped from the survey. The survey questionnaire was further redesigned to make it comply with the Workforce Investment Act (WIA) of 1998. The WIA required three specific questions:

1. How well did the services you received meet your expectation?
2. How well did the services you received compare to your "ideal"
3. Overall, how satisfied are you with the services you received?

The table below summarizes the results from mailed surveys of WIA employer survey for the period January to June 2003 and for the previous iteration, July to December of 2002.

TABLE: A: RESULTS OF THE WIA CUSTOMER SATISFACTION SURVEY

| WDA   | Employer<br>Current January – June 2003 |       |         | Employer<br>Previous July – Dec 2002 |       |         |
|-------|---|-------|---------|--------------------------------------|-------|---------|
|       | Expectation                             | Ideal | Overall | Expectation                          | Ideal | Overall |
| 1     | 7.7                                     | 7.5   | 7.8     | 7.9                                  | 7.6   | 7.8     |
| 2     | 7.0                                     | 6.6   | 7.1     | 7.0                                  | 6.8   | 7.0     |
| 3     | 7.8                                     | 7.4   | 7.7     | 7.5                                  | 7.1   | 7.6     |
| 4     | 7.7                                     | 7.5   | 7.9     | 8.0                                  | 7.8   | 8.0     |
| 5     | 7.9                                     | 7.7   | 8.1     | 7.8                                  | 7.6   | 8.0     |
| 6     | 7.9                                     | 7.7   | 8.0     | 7.9                                  | 7.7   | 8.0     |
| 7     | 7.9                                     | 7.7   | 7.9     | 7.8                                  | 7.7   | 8.0     |
| 8     | 7.9                                     | 7.7   | 8.1     | 8.1                                  | 7.8   | 8.2     |
| 9     | 8.3                                     | 8.2   | 8.3     | 8.0                                  | 7.7   | 8.0     |
| 10    | 7.9                                     | 7.6   | 8.0     | 7.7                                  | 7.4   | 7.8     |
| 11    | 8.3                                     | 8.1   | 8.4     | 7.9                                  | 7.7   | 8.0     |
| State | 7.8                                     | 7.6   | 8.0     | 7.8                                  | 7.6   | 7.9     |

(In Average Mean Scores)

Overall, each of the three WIA questions received high mean ratings of 7.0 or better. Only WDA 2 received below 7.0 ratings for the question that compared services to “ideal”. The score of 6.6 recorded for this iteration is slightly less than the previous iteration of 6.8 (Table A).

## OVERVIEW OF STATEWIDE RESULTS

- The results of this survey are now being posted on the Division of Workforce Solutions work web under the Staff and Partner Resources Data section, or at: <http://www.dwd.state.wi.us/dws/staff/PI.htm>
- Approximately 3185 employers responded to the January to June 2003 iteration, up from 2224 for the previous iteration of July to December 2002. (See attached Table B and excel Graphs respectively).
- Employers were asked to rate various services at the Job Centers. By and large, their level of satisfaction remains constantly fairly high. For instance, in the January to June 2003 iteration, on a scale of 1-10, an average of 8.0 statewide stated that they were satisfied with the services they received from the Job Centers, same as the previous period. (See Table B )

TABLE B: EMPLOYER CUSTOMER SATISFACTION: January – June 2003. (Mean scores)

|                             | WDA |     |     |     |     |     |     |     |     |     |     | STATE TOTAL |
|-----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|
| QUESTIONS                   | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  |             |
| Staff friendly & Courteous  | 8.6 | 7.8 | 8.3 | 8.5 | 8.6 | 8.6 | 8.8 | 8.7 | 8.8 | 8.5 | 8.9 | 8.6         |
| Staff Knowledgeable         | 8.4 | 7.5 | 8.1 | 8.3 | 8.5 | 8.4 | 8.4 | 8.5 | 8.5 | 8.4 | 8.7 | 8.4         |
| Services Met Needs          | 7.8 | 7.2 | 7.7 | 7.8 | 8.1 | 8.1 | 7.8 | 8.0 | 8.3 | 8.0 | 8.4 | 8.0         |
| Timeliness of Referrals     | 8.1 | 7.4 | 8.0 | 8.0 | 8.3 | 8.1 | 7.9 | 8.3 | 8.4 | 8.0 | 8.4 | 8.1         |
| Staff follow-up             | 8.3 | 6.8 | 7.3 | 8.0 | 7.8 | 7.6 | 8.0 | 7.9 | 8.4 | 7.9 | 8.4 | 7.9         |
| Qualification of applicants | 6.3 | 5.9 | 6.5 | 6.6 | 6.6 | 6.7 | 6.9 | 7.0 | 7.3 | 6.7 | 7.0 | 6.7         |
| Labor Market Information    | 7.2 | 6.5 | 7.0 | 7.2 | 7.1 | 6.8 | 7.0 | 7.3 | 7.7 | 7.3 | 7.7 | 7.2         |
| Services Met Expectations   | 7.7 | 7.0 | 7.8 | 7.7 | 7.9 | 7.9 | 7.9 | 7.9 | 8.3 | 7.9 | 8.3 | 7.8         |
| Services compared to “Ideal | 7.5 | 6.6 | 7.4 | 7.5 | 7.7 | 7.7 | 7.7 | 7.7 | 8.2 | 7.6 | 8.1 | 7.6         |
| Overall Expectation         | 7.8 | 7.1 | 7.7 | 7.9 | 8.1 | 8.0 | 7.9 | 8.1 | 8.3 | 8.0 | 8.4 | 8.0         |
| Would Recommend             | 7.6 | 7.0 | 7.8 | 7.8 | 8.0 | 8.0 | 7.9 | 8.0 | 8.1 | 7.9 | 8.3 | 7.9         |
| Number Returning Survey     | 214 | 192 | 198 | 409 | 477 | 420 | 240 | 212 | 239 | 338 | 246 | 3185        |

Figures in cells represent the average score on a 10-point scale. The format for the first 10 questions is 1= “very dissatisfied” and 10= “very satisfied.” The format for the last question is 1=

“strongly not recommend” and 10= “strongly recommend.” The “number returning survey” is the number of employers who returned a survey. Not everyone completed all questions so that the number responding to each individual question may be smaller.

- An average of 8.1 employers rated the “timeliness of referrals” as either “satisfied” or “very satisfied” for the January to June of 2003, up slightly from 8.0 for the second half of 2002.
- During the January to June 2003 period, employers found Job Center staff to be either friendly or courteous. Thus, they gave the highest mean importance rating of 8.6 for the two periods under review, that is, January to June of 2003 and July to December of 2002.
- The number of employers whose needs were met when they dealt with the Job Center was 8.0 mean ratings, the same for the July to December of 2002 iteration.
- Employers in their comments continue to maintain that job orders are not being promptly removed after the positions have been filled, nor are there adequate follow-ups from Job Center staff after referrals have been made. Again, WDA 2 ranks below 7.0, while the others performed slightly better.
- While on the whole a majority of employers were satisfied with the services they received from staff, a significant group complained that the job readiness and character of job seekers referred to them seldom met their expectations. In effect, they expect to receive qualified applicants after placing job orders. In this area, 8 out of 11 WDAs scored below 7.0 rating.
- Employers also expressed the need for more personal contact with Job Center staff; for instance, they stated that they would like to have a one-on-one contact through phone calls and faxes with staff. They also would want to be promptly informed about staff changes that might impact their deliberations with the Job Centers.